

# FASHION MAGAZINE CHOUPETTE

FW 23 /24

PARISIAN  
CHIC

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NEW  
LUXURY

TIMELESS  
FASHION

A NEW LOOK  
AT CLASSICS

1. sku: 746.20 Faux Fur Bag Decorated Jacket,  
sku: 109.114 Printed T-Shirt, sku: 20.114 Textured Tweed Shorts  
2. sku: 36.114 Polka Dots Chiffon Dress.



# NEW LUXURY

Fall is the perfect time to add some color to your life! We recommend you to start it with updating your wardrobe. After all, it's a wonderful feeling to look in the mirror and feel like a million dollars. Let us tell you how to look luxurious and stylish in the FW 23/24 season.

The first and most important rule is to forget about items with big loud logos. This autumn, trendsetters opt for elegant designs that don't directly shout about their high price tags.

«Money talks, wealth whispers», - said Warren Buffett, business magnate and one of the richest people in the world.

Pay attention to details, high quality, expensive fabrics, and nice textures. Choupette's designers recommend to select a basic wardrobe in calm shades such as light pink, sandy, gray, and ecru. For example, for creating a casual outfit, you can combine a knit suit with a pink panama hat and sneakers.



If you want to create a more interesting and daring look, add some vibrant accents. The trendiest shade of this season is magenta. It's Pantone's «Color of The Year» and the main inspiration for the new Choupette collection. With magenta, you'll effortlessly turn heads!

Complete a gray dress with a bright bomber jacket, or sandy pants with a pink long-sleeve shirt. For those who aren't afraid to experiment, Choupette's designers recommend to wear a total magenta look or combine it with electric blue or gold colors.



1. sku: 15.114 Knitted Dress | 2. sku: 26.114 Embroidered Sweatshirt, sku: 47.116 Patch Pockets Jeans | 3. sku: 35.114 Pleated Chiffon Dress | 4. sku: 105.114 Footer Sweatshirt, sku: 112.114 Pressed Mesh Skirt | 5. sku: 116.114 Sequins Bomber Jacket, sku: 65.114 Decorated T-Shirt, sku: 111.114 Elastic Waistband Jersey Trousers | 6. sku: 117.114 Faux Fur Decorated Bomber-Jacket, sku: 14.114 Decorated Knitted Dress | 7. sku: 108.114 Brushed Effect Knitted Tracksuit (sweatshirt and pants) | 8. sku: 29.114 Jersey Bomber Jacket, sku: 30.114 Jersey Skirt | 9. sku: 117.114 Faux Fur Decorated Bomber-Jacket, sku: 37.114 Printed Jersey Dress.







1. sku: 66.116 Jersey Dress | 2. sku: 18.116 Airy Sleeves Knitted Blouse, sku: 12.116 Pleated Jersey Skirt | 3. sku: 23.116 Voluminous Decorated Sweatshirt, sku: 37.116 Elastic Waistband Braided Knitted Trousers | 4. sku: 36.116 Braided Knitted Sweatjacket, sku: 24.116 Decorated Footer Skirt | 5. sku: 753.20 Real Down Jacket, sku: 29.116 Decorated LS Tee, sku: 15.116 Patch Pockets Pants.

# TIMELESS FASHION

The theme of elegance and luxury permeates the entire fall-winter 23/24 season, this is why the «Old Money» style has become one of the major trends.

«Old Money» is primarily associated with aristocratic lifestyles and high social status. This term refers to the elite and implies wealth that is passed down through generations. Traditions and refined taste are essential components of «Old Money»: heirs of affluent families study at prestigious institutions, playing golf, horseback riding, fencing and participating in social events. And this lifestyle is also reflected in their clothing.

Nowadays, not only aristocrats but also fashion-conscious individuals embrace the style of Old Money. The new Choupette's collection embodies the key characteristics of this trend.

An Old Money-inspired look is characterized by grace and elegance, with a color palette consisting of serene, neutral shades such as gray, beige, powder pink and brown. Incorporate items with interesting textures or unusual decor to make your outfit unique and memorable. For instance, combine «woven jersey» trousers with a sweatshirt decorated with voluminous flowers.

Pay attention to prints. In the wealthy heirs' wardrobes, you are likely to find checks, pied-de-poule, and chess patterns. While picking the items with one of these patterns, remember that they can be quite bold, so combine them with more subdued pieces. For example, complement a checked skirt with a light blouse with voluminous sleeves.

«Elegance is the key to a timeless look, something that will never go out of style. For me, style is more important than short-lived fashion trends» - said Giorgio Armani, the Italian fashion designer.

The «Old Money» style is quite strict. For children's outfits, Choupette designers recommend to soften it up with everyday accessories and shoes: sneakers, rough boots, panama hats, caps or beanie hats.

These additions will add a touch of modernity and playfulness to the overall sophisticated aesthetic, allowing children to embrace the timeless allure of the «Old Money» style while maintaining a sense of individuality and versatility. Let your wardrobe reflect a sense of sophistication!



## STYLE ICONS

Many stars with impeccable taste dress in the old money aesthetic, and some of them have become style icons and role models.

### Gwyneth Paltrow

The American actress is one of the most stylish celebrities in Hollywood. Her looks combine sophistication, minimalism, and bohemian touches. She prefers classic cuts such as blazers, trousers, and tight dresses. Gwyneth often adds interesting accessories: earrings, unusual bags or belts.

### Cate Blanchett

The Australian film star has long established herself as a fashion trendsetter. Most often in her looks she uses pastel or black and white colors, but at the same time she experiments with cuts and prints. In her everyday life, she prefers trouser suits and flat shoes. Cate Blanchett's style is a perfect blend of classic elegance and modern allure.





# THE CHOICE IS YOURS!

This season, boys' fashion is highly diverse, ranging from classic prints to nature-inspired colors and sporty aesthetics. You can choose exactly those trends that will reflect your individuality. Let's take a closer look at each of them.

Checkered print can rightfully be considered as an immortal classic. This



print has been in fashion for several years in a row - this fall, tartan in different colors is especially relevant. Combine a checkered print ochre shirt with a white t-shirt and sandy-colored trousers. Add a pair of brown leather boots to complete the stylish ensemble.

«Natural shades» – is the main trend that Choupette designers advise to pay a special attention to. Add turquoise grey, graphite, sand and ochre colors to your wardrobe. These versatile tones will create a harmonious and sophisticated palette.

Sports style continues to be one of the hottest trends. Comfortable sweatshirts, t-shirts, joggers and sweatpants are perfect for active boys. Combine sporty items with other wardrobe pieces to create unique and stylish outfits.

Layering is not just a way to keep warm in the cold season, but also a fashion trick. Don't be afraid to mix different colors and textures to create a fashionable outfit. For example, wear a brown sweatshirt over a light blue shirt and gray printed trousers underneath. This combination creates an intriguing visual contrast, adding depth and interest to the overall look.

This season, Choupette designers recommend to complement your wardrobe with stylish accessories: bright beanie hats, panamas and grunge-style caps. Complete your look with white or black sneakers.



## FASHION IS FUN.

Remember that trends are not dogma. They are just a guide for creating your own individual style. Fashion is the way to express yourself, and the main thing is to feel confident and comfortable in what you are wearing. Don't hesitate to mix fashion trends for expressing your personality!

Embrace your unique style and let fashion be a canvas for self-expression. Wear what makes you feel strong and authentic!



1. sku: 19.115 Corduroy Shirt, sku: 21.115 Elastic Waistband Jersey Trousers | 2. sku: 12.115 Footer Hoodie | 3. sku: 755.20 Coat Jacket, sku: 19.117 Knitted Shirt, sku: 15.117 Footer Trousers | 4. sku: 20.117 Coated fabric Hooded Shirt, sku: 18.117 LS Tee, sku: 27.117 Footer Trousers | 5. sku: 27.115 Soft Shirt, sku: 11.115 Printed T-Shirt, sku: 21.115 Elastic Waistband Jersey Trousers | 6. sku: 30.115 Combined Hoodie, sku: 20.115 Denim Trousers | 7. sku: 14.115 Knitted Sweater | 8. sku: 14.117 Sweatshirt, sku: 19.117 Knitted Shirt, sku: 27.117 Footer Trousers | 9. sku: 772.20 Plaid Shirt-Jacket, sku: 18.117 LS Tee, sku: 15.117 Footer Trousers.



# PARISIAN CHIC

Parisian women are known for their impeccable and sophisticated style. They easily combine classic elements with trends and always look feminine and elegant. In their everyday lives, their looks are quite calm, but when it comes to special occasions, they choose the most glamorous outfits. Here's how to create a «Parisian chic» look!

Voluminous sleeves with ruffles are taking a special place this season. The more layers – the better! In Choupette's new collection, designers have created dresses with deliberately puffy sleeves, that make the outfit interesting and memorable, but at the same time look airy.

Another important aspect of the Parisian look is a thin waist. You can emphasize it with a delicate belt or pick a model with a voluminous skirt. If you prefer more basic silhouettes, then try an A-line dress – this style highlights elegance and gracefulness.

As a decor, choose sequins and fringe. They can complement the whole attire or serve as an interesting accent. Sequins create a special atmosphere and attract attention with their play of light and shine. And fringe adds movement and rhythm to a dress, making the look vibrant and lively.



## YOUR PERFECT LOOK



French women prefer neutral shades such as white, black, gray, and blush pink in their outfits. However, if the dress code of the event allows, then they can choose bright colors such as gold and red.

Hairstyle plays an important role in any outfit. Another one fashion trend this season – is natural curls, which give the hair a fresh and relaxed look. choose headbands and hairpins with floral patterns and stones as accessories. Natural motifs add a touch of romance, while rhinestones bring sparkle and refinement.

And finally, the last and most important rule of Parisian chic style is confidence. French fashion is not just about how you look but also about how you present yourself. Be confident and embrace your individuality with pride!

Choupette designers experiment with materials and silhouettes to create flawless dresses. In the new collection you will find unique dresses that will highlight your style and beauty. We want you to look perfect and feel comfortable, so we have paid great attention to the fit – each design fits perfectly to the figure without impeding movement.

Shine bright with Choupette!



1. sku: 1532.43 3D Feathers Decorated Fluffy Skirt Dress | 2. sku: 1517.1.43 Volant Top Organza Dress | 3. sku: 1517.43 Volant Top Organza Dress | 4. sku: 1528.43 Puffy Sleeves Velvet Dress | 5. sku: 1525.43 Fringe Decorated Shining Dress | 6. sku: 1534.43 Feathert Fluffy Skirt Shining Top Dress | 7. sku: 1537.43 Fringe Skirt Smart Dress | 8. sku: 1520.43 Soft Sequins Cocktail Dress.





## FASHIONABLE FIND

If you want to create a discreet yet elegant look, a tweed jacket in neutral colors would suit you. Pair it with a tulle dress and chunky boots.

During the colder seasons, Choupette designers recommend opting for oversized down jackets. They not only provide warmth and comfort but are also highly popular among fashion celebrities, such as Rihanna, Gigi Hadid, Kanye West, and ASAP Rocky. Choose models with interesting textures and contrasting details.

## A NEW LOOK AT CLASSICS

Outerwear is an important element of a wardrobe. A properly chosen model not only protects you from the weather but also serves as a stylish finishing touch to your look. We recommend preparing in advance for the cold weather and selecting fashionable jackets or coats that reflect your individuality.

Classic plaid coats are a must-have in your wardrobe this autumn. This pattern it's been around since the invention of chess and has never gone out of fashion since the 1960s. For example, this season Scottish tartan and Vichy prints are popular. Coats with such an ornament are versatile and can be combined with both skirts and dresses, as well as with trousers and jeans. Shortened trapezoidal models are especially relevant.



1. sku: 743.20 Plaid Removable Collar Coat, sku: 66.116 Jersey Dress | 2. sku: 750.20 Plaid Sheepskin Coat Imitation Jacket, sku: 17.116 Decorated Combined LS Tee, sku: 12.116 Pleated Jersey Skirt | 3. sku: 664.20 Voluminous Hoodie Jacket, synthetic insulation | 4. sku: 767.20 Quilted Warmed Jacket | 5. sku: 770.20 Real Down Coat | 6. sku: 19.114 Textured Tweed Bomber, sku: 75.116 Elegant dress | 7. sku: 750.20 Plaid Sheepskin Coat Imitation Jacket, sku: 74.116 Elegant dress with embroideries.



This season, the color scheme of outerwear is quite concise. Neutral and calm shades are in fashion: white, black, beige, brown and pink. They will fit perfectly into your wardrobe and complement any look.

Your autumn look won't be complete without accessories. It could be a beret in the same color as your coat or a fur bag, a cap with contrasting accents, or a trendy panama hat. The key is for the accessories to match the overall style and add a touch of uniqueness to your look. As for footwear: sneakers, Dr Martens, chelsea boots and all over various models are still relevant.



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CHOUPEPTE

ЧАСЫ РАБОТЫ:

ПН - ЧТ с 10:00 до 22:00

ПТ - ВС с 10:00 до 23:00

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